



## News from **Councilmember Todd Gloria**

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### City of San Diego ▪ District Three

Friends,

San Diego has no shortage of impressive titles: We're one of America's best burger cities and one of America's techiest cities; we've been honored for our fitness, and North Park's 30<sup>th</sup> Street was nationally honored for its craft beer options. The City of San Diego has also been ranked as the least expensive big city in California to do business and one of America's "low cost" cities for business, according to a study by the Rose Institute of State and Local Government at Claremont McKenna College.

The study evaluates business taxes and fees, economic incentives, and other programs for 421 cities nationwide and assigns a cost rating for each city using a proprietary formula.

While Los Angeles and the Bay Area remain among the most expensive areas in the state to do business, San Diego is the most affordable big city for business. We also continue to lead California and the nation with the highest penetration of rooftop photovoltaic installations and overall solar generation.

San Diego has developed an ideal business climate by cutting red tape, streamlining the permit process, and initiating a wide array of programs to directly assist businesses large and small.

Information about San Diego's economic incentives is available on the City's website at <http://www.sandiego.gov/economic-development/> or by contacting Russ Gibbon, Business Development Manager, at 619-236-6350.

#### **San Diego's First Bike Corral is Open**

On Monday, I joined bicycle advocates and local neighbors and business owners to celebrate the completion of the City's first bike corral on Fifth Avenue just north of University Avenue.

The bike corral provides dedicated on-street parking for 12 bicycles in the space normally taken by one parked car. Parking is a known challenge throughout Hillcrest, and providing more parking for bikes will encourage local business patrons to choose bicycle transportation over cars. The Uptown Community Parking District provided funds to complete the bike corral to address the parking shortage. A grant from the San Diego Association of Governments (SANDAG) was also used to fund a large portion of this project.

The San Diego County Bicycle Coalition and local business owners have advocated for more bike facilities throughout the City. Additional corrals are in the works for other neighborhoods with strong interest in promoting bicycling. The corrals have proven to be a successful addition to bike systems in many other cities across the country from Portland to Pittsburgh.

In celebration of the bike corral's completion, Snooze Eatery, located at 3940 Fifth Avenue, will donate 100% of the proceeds from Friday's sales of its bike-themed Pancake of the Day to the San Diego County Bicycle Coalition.

And don't forget that tomorrow, Friday, May 18 is Bike to Work Day! To learn more, register, find pit stops on your route, and get motivated, visit <http://www.icommutesd.com/Events/BikeToWorkDay.aspx>.

### **Transit Improvements Start in September**

After years of service reductions and cost increases for San Diego's public transportation system, I am extremely excited to report that the Metropolitan Transit System (MTS) Board today approved a service enhancement implementation plan, with the first improvements starting in September.

The \$6 million of enhancements positively impact all areas of the San Diego region and include added frequencies and extended service times for many routes throughout the system. I appreciate the feedback and input provided by our transit riders and believe the enhancements we approved today are a good step toward developing a robust system that makes public transportation a viable option for getting around our region.

The full report and all of the approved enhancements are available on MTS' website, starting on page 23 of the Board's meeting agenda, [www.sdmts.com/MTS/documents/2012-5-17BoardPkg.pdf](http://www.sdmts.com/MTS/documents/2012-5-17BoardPkg.pdf).

### **Pride Flag Monument Approved for Hillcrest**

Just one week after naming a street in honor of Harvey Milk, my colleagues on the San Diego City Council joined me in approving a site development permit for the installation of the Pride Flag Monument. The project, proposed by the Hillcrest Business Association, was approved 7-0 on Tuesday, May 15.

The rainbow flag represents tolerance, diversity, and the struggle for equality for the LGBT community. With this flag, Hillcrest is sending the message that the neighborhood stands for the principles of acceptance and inclusion.

The Pride Flag Monument was endorsed by the Hillcrest Town Council and Uptown Planners, and many local residents and business owners. The 65' high flag pole will be located in the median on Normal Street at University Avenue in Hillcrest. The base of the flag pole will include a monument and seating elements. The project is expected to be complete by this year's Pride week in July.

The project is entirely funded by private donations and is the culmination of improvements in the local business corridor, which have included the replacement of the Hillcrest sign and decorative median lighting.

### **Harvey Milk Street Unveiling**

Please join me and hundreds of your neighbors to celebrate the official unveiling of Harvey Milk Street signs on what would have been the leader's 82<sup>nd</sup> birthday. San Diego is home to the first

Harvey Milk Street in the nation, so this is sure to be a profound, memorable, and historic occasion you won't want to miss!

Harvey Milk Street Unveiling  
Tuesday, May 22, 5:00 p.m.  
Centre Street at Harvey Milk Street in Hillcrest

### **Balboa Park Sustainability Program Update**

As you know, I am committed to investing in infrastructure improvements in Balboa Park for its 2015 Centennial to ensure the Park remains a jewel for future generations. The ongoing efforts of the Balboa Park Cultural Partnership to make the Park more energy efficient are among my priority improvements and are reaping impressive benefits already.

Since 2008, the Park has implemented energy-efficiency retrofits and sustainability best practices resulting in \$1 million in annual energy cost savings, 6 million kilowatt hours saved annually, and 4,137 metric tons of carbon dioxide saved annually.

Among the projects completed in the last year are HVAC upgrades at the Museum of Photographic Arts, Mingei International Museum, and the Old Globe; server virtualization at the Old Globe, San Diego Hall of Champions, and San Diego Museum of Art; and lighting upgrades at Casa de Balboa, House of Hospitality, San Diego History Center, and Museum of Photographic Arts.

Many of the recent sustainability improvements resulted from the City of San Diego's dedication of more than \$2 million of federal stimulus funds to Balboa Park.

To read more about the ongoing efforts, please check out the 2011 Achievements and Milestones report attached to this email.

### **More Upcoming Events**

#### **Guided Walking Tour of Historic Burlingame**

Saturday, May 19, 9:30 a.m.

32<sup>nd</sup> Street and Kalmia Street

Docent-led tour will discuss 20+ homes from the outside only.

Cost is \$5 and benefits the North Park Historical Society

Questions? Contact Katherine Hon, 619-294-8990 or [info@northparkhistory.org](mailto:info@northparkhistory.org)

#### **North Park Festival of the Arts**

Sunday, May 20, 10:00 a.m. – 6:00 p.m.

Near University Avenue and 30<sup>th</sup> Street

<http://northparkfestivalofarts.com/>

#### **Harvey Milk Diversity Breakfast**

Friday, May 25, 7:30 a.m.

Hilton Bayfront Hotel

#### **Coffee with your Councilmember**

Saturday, May 26, 10:00 – 11:30 a.m.

Vons, 515 W. Washington Street

**29th Annual Holiday at Home Celebration and Parade**

Monday, May 28, 10:30 a.m.  
Marlborough in Kensington

**A Fun FREE Family CPR Event**

Presented by San Diego Project Heartbeat  
Sunday, June 3, 11:00 a.m. – 3:00 p.m.  
Classes are approximately 30 minutes long  
USS Midway Museum, 910 North Harbor Drive  
All ages welcome

For more information and optional pre-registration, contact San Diego Project Heart Beat at 619-243-0909 or e-mail [info@sdprojectheartbeat.com](mailto:info@sdprojectheartbeat.com)

If you have questions or concerns on these or any other topic of interest, please contact me at [toddgloria@sandiego.gov](mailto:toddgloria@sandiego.gov), 619-236-6633, or via [Facebook](#) or [Twitter](#).

Thank you for the opportunity to serve,

A handwritten signature in blue ink that reads "Todd". The signature is stylized with a large, looping 'T' and a cursive 'odd'.

Todd

*If you would no longer like to receive updates, please visit <http://www.sandiego.gov/citycouncil/cd3>.*